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THE PLACE TO BE

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February 9, 2017

**TO:** Rick Scott  
Special Assessment Unit  
Office of the Los Angeles City Clerk

**FROM:** Ellen Riotto  
Executive Director - Interim  
**South Park Business Improvement District**

**RE:** **South Park II Business Improvement District**  
4<sup>th</sup> Quarter Report: October 1, 2016 to December 31,  
2016

As required under **Agreement No C-126976**, with the City of Los Angeles, the following details compile the 2016 Fourth Quarter Report for submittal. The report summarizes key activities of the South Park II Business Improvement District (SPII).

**CLEAN AND SAFETY PROGRAMS**

- Four (4) cleaning ambassadors are assigned to clean SPII six (6) days a week, with service hours from 7:00 AM – 3:30 PM. The ambassadors are managed by Streetplus, the same company overseeing Greater South Park's ("GSP") safety team.
- In December, SPII recognized Ivan Bureau as Employee of the Quarter for "Outstanding Service" as part of the SPII Clean Team. Bureau began as a Clean Team Ambassador in August of 2016 and continues to impress his peers and supervisors.
- Continued servicing daily replacement of trash liners, cleanup of debris in alleys, graffiti abatement, pressure washing and removal of illegal stickers and flyers from light poles and/or electrical boxes.
- Continued to respond to business and constituent requests for abovementioned daily service.
- Continued daily patrols made throughout the district. Team staff are trained to survey the area for any issues when working in the district and report details.



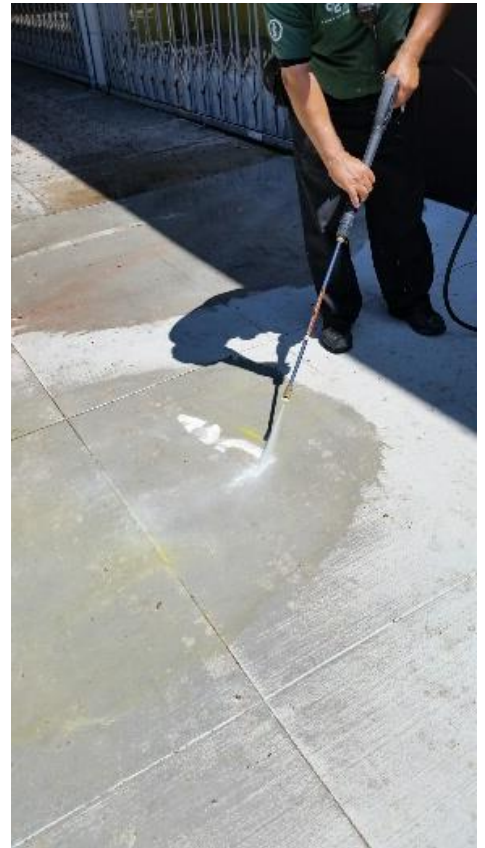
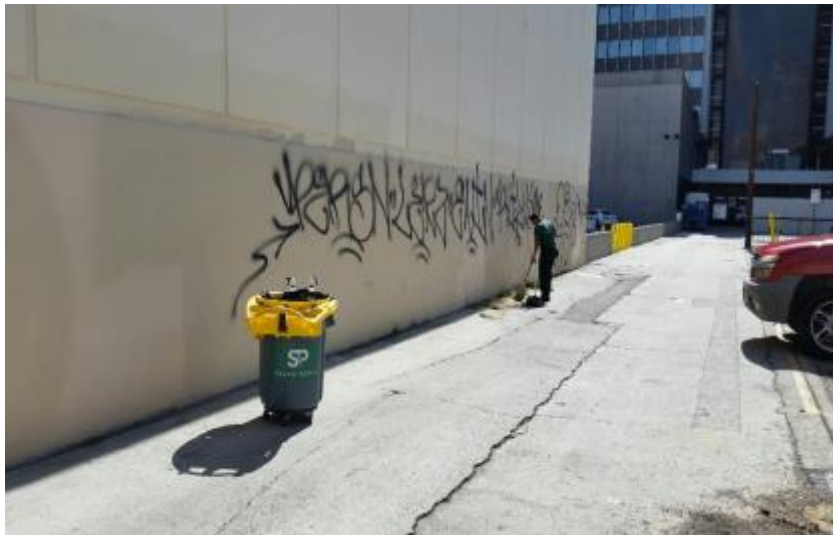
- Clean & Safety Program Manager (“PM”) communicates on a weekly basis with the South Park staff to provide updates and progress.
- Clean & Safety PM met weekly with SPID staff to review requests and policy changes.
- Clean & Safety PM conducted weekly driving inspections of the district.
- Continued to modify Clean Team staff schedules to provide the highest levels of services at peak demand times.
- Due to the current drought situation, the Clean Team focused on pressure washing areas that are needed for health and safety reasons.
- Continued to work closely with Los Angeles Police Department (“LAPD”) on identifying any abandoned items on public access areas to keep all areas clear of debris. This includes reporting freeway underpasses to keep these areas free of debris.

#### **MAINTENANCE "CLEAN TEAM" STATISTICS 4<sup>TH</sup> QRT 2016**

	<b>4<sup>TH</sup> QUARTER</b>	<b>YTD</b>
Streets Maintained		
Streets Maintained (linear feet)		
Trash Disposed (bags)	1,625	5,074
Trash Disposed (pounds)	40,625	127,625
Bulky Items Disposed		
Graffiti Removed (building faces)	215	1,565
Pressure washing (block faces)	7	34



### Examples of Clean Team work:





- Continued daily patrols throughout the district by the one (1) Safety Ambassador assigned to patrol SP11. Patrols occur six (6) days a week, with service hours from 7:00 AM – 3:30 PM. The officer is managed by Streetplus, the same company overseeing Greater South Park's ("GSP") security.
- Custom reports made upon request to businesses of Clean Team data, in order to convey the services that have been provided in the district. This includes requests and regular maintenance.
- Clean & Safety PM reviews data and reports daily. Manager also creates Daily Operation Reports, Weekly Synopsis Reports, and Monthly Operational Reports. Adjustments to program are made from the data and information received.
- Clean & Safety PM attends weekly crime control meetings with LAPD at the Central Station. The meetings provide information on criminal activity in the district.
- Clean & Safety PM met weekly with South Park staff to review requests and daily work activities.
- Clean & Safety PM conducts district checks throughout the day to monitor crime and any activity out of the ordinary. This also includes contacting surrounding businesses to ensure they are receiving the service(s) requested.
- Accompanied staff to complete Merchant Contacts and meeting with business owners to inform them of the services SP11 offers.
- Continued to update merchant contact data.
- Continued weekly "talking points" program with Safety ambassador. This information is kept on-hand with the Ambassador to answer general inquiries on things happening in-district.
- Safety Ambassadors make patrols mainly by bike; however, patrol on foot or by vehicle occurs if needed.



### SECURITY "SAFE TEAM" STATISTICS 4<sup>TH</sup> QRT 2016

	4 <sup>th</sup> QUARTER	YTD
Observations*		
Merchant Contacts	224	571
Resident Contacts		
Citizen Assist**	16	62

\* *Observations are proactive security efforts, i.e. crimes in progress, welfare checks, emergency assistance, and extra patrols.*

\*\* *Citizen Assists are minor assistances, i.e. information, directions.*

- As of December 31, total Clean and Safe Program expenditures for the quarter were \$83,091.00.

### MARKETING & DISTRICT IDENTITY ("DISI")

- In October, quarter four neighborhood guides were circulated throughout the district.
- The regularly scheduled November 19 DISI committee meetings was canceled.
- Continued to actively publicize SPBID's businesses, cleaning, and community happenings on website, social media, and e-newsletter.
- To better reach newcomers, "What is the BID?" index-size infographics continued to be circulated throughout the district.
- "The South Park Post," SPBID's newsletter, was electronically distributed each month to subscribers.
- Staff continued to participate in LA City Councilmember Jose Huizar's Street Closure Committee and publicize closures in the South Park neighborhood on social media and the website.



- During the quarter, social media and newsletter subscribers rose by the following:

<b>South Park II BID Stats</b>	<b>Quarter Start</b>	<b>Quarter End</b>	<b>Quarter Summary</b>	
	<b>10/1/2016</b>	<b>12/31/2016</b>	<b>#</b>	<b>%</b>
Constant Contact / Database	4720	4788	68	1%
Facebook	1427	1469	42	3%
Instagram	3105	3140	35	1%
Twitter	2067	2144	77	4%



- As of December 31, DISI expenditures for the quarter were \$19,323.00.

## ADMINISTRATIVE & MANAGEMENT

- The October 12, the regularly scheduled SPII Committee meeting was held.
- On October 19, the Board of Directors (“BOD”) held their regularly scheduled meeting. The BOD approved the 2017 BOD officers and slate as well as the 2017 public meeting calendar dates for the upcoming year’s BOD and committee meetings.
- On November 11, the 2017 SPII fiscal year Annual Planning Report was submitted to the City Clerk’s office for review and approval.
- On December 14, the fourteen (14) additional trash cans were delivered and deployed to their new locations in the district.
- Staff attended regular Council hearings and meetings on topics related to BID activities; speaking during the General Comments on many of those occasions.
- Connected local developers with the correct government agencies/departments when requested.
- Staff attended regular meetings with Downtown Los Angeles Neighborhood Council (“DLANC”) Board and Committees.
- As of December 31, Administrative and Management expenditures for the quarter were \$21,986.00.



## CONTINGENCY/CITY FEES/RESERVE

NOTE: On the quarterly financial report (see last page), City fees and contingency expenditures are broken out as two separate line items; taken together, they equal this budgetary category.

As of December 31, contingency/city fees/reserves for the quarter were \$0.00.

## TOTAL EXPENDITURES

As of December 31, total expenditures for the quarter were \$124,400.00.

## TOTAL SUMMARIZED STATISTICS

*Quarterly statistics for mayor's COMSTAT report category total for quarter cumulative total*

CATEGORY	TOTAL FOR QUARTER	2016 CUMULATIVE TOTAL
Public Safety Incidents		
Trash Bags	1,625	5,074
Trash tons (lbs.)	40,625	127,625
Bulky Items Removed		
Graffiti Removed (building faces)	339	1,565
Weeded Areas (block faces)	51	1,565
Citizen Contacts	16	62
Merchant Contacts	224	571
Spaces for Lease		
Spaces leased		
New Business		
Landscaped Medians	N/A	N/A

**South Park II Property BID**  
**Annual Limits & Year-To-Date Totals**  
**Quarter Ending December 2016**

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE		AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	452,690			24,503	422,861	29,829	
City Fees	18,108			-	18,108	-	
Sidewalk Operations, Beautification & Order	298,775			83,091	309,085	(10,310)	
District Identity & Streetscape Improvements	40,742			19,323	42,152	(1,410)	
Administration	76,957			21,986	64,082	12,875	
Contingency & Delinquency Reserves	18,108			-	1,170	16,938	
<b>TOTAL EXPENSES</b>	<b>452,690</b>	-		<b>124,400</b>	<b>434,597</b>	<b>18,093</b>	

Other Income (Not included above)

Penalty Income	-
Interest Income (From LA City)	967
Misc. Income	-
2016 General Benefit Funds	5,432
<b>Total Other Income as of 12.31.16</b>	<b>6,399</b>